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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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ROBERT P. THOMAS
DIRECTOR

June 12, 1987

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G. ERLING LINGGI
ASSISTANT DIRECTOR

DIVISIONS:

Budget and Finance Committee
Sacramento, California

CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM & HISTORY
PARKS
RECREATION
ZOO

Honorable Members in Session:

SUBJECT: Parks and Community Services Identity Program - Phase II

SUMMARY

This report requests a budget amendment to increase the Fund Development Program II grant from the National Park Service to finance the second phase of the Department of Parks and Community Services' identity program. Additionally, this report requests that a contract be awarded to "Marketing by Design" to complete this phase of the identity program. No additional General Fund support is required.

BACKGROUND INFORMATION

The Fund Development Program, funded through the National Park Service's Urban Parks and Recreational Recovery Program (UPARR) since 1984, operates to increase revenues both earned and contributed through more effective marketing of parks and community services activities. A program to develop a department-wide identity for Parks and Community Services will enable the Department to meet several objectives of both the Fund Development Program and the Department's 1984 Master Plan for Park Facilities and Recreation Services (also funded through a UPARR grant). Specifically, the Finance Section of the Master Plan states the design and implementation of an aggressive information and promotion effort as a key objective to increasing revenue and attendance.

Through a comprehensive identity program, a logo (or identity) will be refined and implemented. The logo, a new visual concept, will provide a sense of unity around which the diverse divisions of the department can strongly market their services and facilities, attract new audiences, and work towards the Department's goal of 50% self-sufficiency.

Phase I of the identity program was completed last year through a thorough graphic audit, funded by the UPARR Fund Development Program I grant. This examination was conducted to assess the Department's public image, the public's perception of department facilities and programs, and the effectiveness of public presentations and fund raising efforts. A logotype solution was designed to positively reflect on the Department both internally as a department of City government, and externally as promoting a collective package of cultural and recreational community attractions.

Phase II of the identity program will consist of: refinement of the logotype designed in Phase I; development of detailed graphic guidelines for application on all written and visual materials produced by the Department and each of the divisions via a corporate identity manual, and guidelines on implementation of the new identity.

Proposals for Phase II were received from three local firms:

<u>Firm</u>	<u>Design Development Fee</u>	<u>Identity Manuals/Quantity</u>
Marketing by Design	\$17,540	\$14,037/100
The Tsuruda Group	20,000	2,250/30
Gwen Amos Design	28,600	3,000/8-10

After Parks and Community Services staff interviewed each firm, it was recommended that "Marketing by Design" be awarded a contract for Phase II on the basis of a comparison of the firm's design development fees with costs of materials, as well as comparable experience and approach. "Marketing by Design" estimates six months to complete the program.

The current amount of the Fund Development Program II grant is \$56,500, which is matched by City employee service funds. The National Park Service approved Phase II of the identity program, and augmented the existing grant by \$30,000, bringing the grant total to \$86,500. This additional amount will be matched by City General Funds.

FINANCIAL DATA

The proposed FY 1987-88 City budget includes the Fund Development Program II grant of \$56,500. The National Park Service has approved the Department's identity program and will augment the current UPARR grant by \$30,000 for Phase II of this program. An amendment to the proposed FY 1987-88 City budget is necessary to reflect this increased revenue to the Fund Development Program.

No additional City funds are required to support this grant amendment.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for approval. Further, it is recommended that the City Council, by resolution:

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING THE PROPOSED FY 1987-88
CITY BUDGET FOR THE DEPARTMENT OF PARKS AND
COMMUNITY SERVICES AND AUTHORIZING THE AWARD
OF A CONSULTANT SERVICES CONTRACT FOR THE
DEPARTMENT IDENTITY PROGRAM - PHASE II

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That an increase in the Urban Parks and Recreational Recovery Program grant from the National Park Service for Phase II of the Department of Parks and Community Services identity program requires a budget amendment.
2. That the proposed FY 1987-88 City budget is hereby amended by increasing appropriations to the Department of Parks and Community Services Fund Development Program, 250-OGR-G066-4258, in the amount of \$30,000 for the purpose stated in paragraph one above.
3. That the above appropriation increase is to be supported by additional revenue of \$30,000 which is forthcoming from the National Park Service's Urban Parks and Recreation Recovery Program, which will be deposited to the Operating Grant Fund, 250-OGR-G066-3513.
4. That the City Manager is hereby authorized to award a consultant services contract to "Marketing by Design" in an amount not to exceed \$33,500.

MAYOR

ATTEST:

CITY CLERK

1. Amend the proposed FY 1987-88 City budget of the Fund Development Program by \$30,000 to reflect an increase in grant funds for Phase of the identity program; and
2. Authorize the City Manager to award a consultant services contract "Marketing by Design" to complete Phase II of the Department identity program.

Respectfully submitted,

G. Erling Longgi
for - ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:

Jack R. Crist
JACK R. CRIST
Deputy City Manager

RPT:ja

June 23, 1987
All Districts